UNITED
NATIONS

A

General Assembly

Distr.
GENERAL

A/CONF.166/PC/15
3 August 1994

ORIGINAL: ENGLISH

PREPARATORY COMMITTEE FOR THE WORLD
SUMMIT FOR SOCIAL DEVELOPMENT
Second session
New York, 22 August-2 September 1994
Item 3 of the provisional agenda*

STATUS OF THE PREPARATIONS FOR THE WORLD SUMMIT FOR SOCIAL DEVELOPMENT

Note by the Secretariat

CONTENTS

		Paragraphs	Page
I.	INTRODUCTION	1	2
II.	ACTIVITIES UNDERTAKEN IN 1994	2 - 15	2
III.	TRUST FUND FOR THE WORLD SUMMIT FOR SOCIAL DEVELOPMENT	16 - 18	5
IV.	PUBLIC INFORMATION	19 - 70	6
Annex.	MEDIA STRATEGY FOR THE WORLD SUMMIT FOR SOCIAL DEVELOPMENT		14

* A/CONF.166/PC/14.

I. INTRODUCTION

1. At its first session (January/February 1994), the Preparatory Committee for the World Summit for Social Development had before it a report on the status of the preparations for the Summit (A/CONF.166/PC/7). The present report, submitted in accordance with Preparatory Committee decision 1/2, provides an update of the activities undertaken by the Secretariat since that session.

II. ACTIVITIES UNDERTAKEN IN 1994

2. The ad hoc secretariat unit, established in 1993 in accordance with General Assembly resolution 47/92 within the Department for Policy Coordination and Sustainable Development of the United Nations Secretariat, now consists of nine full-time Professional and four General Service staff, including a staff member seconded by the International Labour Organization (ILO) and another by the Government of Denmark. In addition, the United Nations Educational, Scientific and Cultural Organization has made the services of a staff member available to the Secretariat on a short-term basis. The World Health Organization has also agreed to assign one of its staff members to the Secretariat for six weeks during August and September 1994.

3. In order to support the objectives and elicit the widest possible range of innovative ideas on the issues to be addressed by the Summit, the Secretary-General established an International Advisory Group of eminent persons to advise him during the preparatory process of the Summit. This Group, composed of 16 members, held its first meeting in June 1994. A summary of the Group's discussion will be made available to the Committee at its present session.

4. The Secretary-General also asked his Special Adviser, Under-Secretary-General Ismat Kittani, to assist him in the coordination of the preparatory process for the Summit, in support of the work of the Preparatory Committee.

5. In May 1994, the Secretary-General sent letters to heads of State and Government inviting them to attend the Summit in Copenhagen in March 1995. A number of official replies have been received from heads of State and Government confirming their commitment to attend the Summit.

6. Throughout the preparatory process, the Secretariat has been keeping in close contact with the host Government. A second planning mission to Copenhagen was undertaken by members of the Secretariat in April 1994 to continue consultations and discussions with the Danish authorities on arrangements for the Summit. Agreements were reached in many areas, including conference facilities and space configuration at the Bella Centre, public information activities, including media coverage, and overall security arrangements. It is envisaged that the Host Government Agreement will be finalized and signed by the Government of Denmark and the United Nations very shortly.

7. Within the United Nations Secretariat, the Summit Management Committee, established in 1993 to ensure effective coordination among various organizational units directly involved in the administrative and technical

aspects of the preparations for the Summit, met with representatives of the host Government in 1994 to discuss requirements and arrangements for the Summit.

8. Pursuant to the decision of the Preparatory Committee to encourage the United Nations, the United Nations system, Member States and other concerned actors in the preparatory process of the Summit to organize seminars, workshops and other expert meetings on issues of direct relevance to the Summit, the secretariat and the World Bank organized an expert group meeting on poverty in Lusaka, Zambia, in June 1994. The Secretary-General wishes to express his appreciation to the Government of Zambia for its assistance and cooperation in the organization of the meeting, and to the Government of the Netherlands for the financial contribution it made towards the convening of the meeting. Participation of experts from least developed countries was financed through the Trust Fund for the World Summit for Social Development. The report of the meeting (A/CONF.166/PC/17) will be before the Preparatory Committee at its present session.

9. Additional meetings will be held during the remainder of 1994, including an International Symposium on Social Development organized with the Government of China. The Secretariat is also being kept aware of the many parallel initiatives taken by various Governments, agencies, programmes, institutes and non-governmental organizations, such as the organization of workshops, symposiums and briefings on issues related to the Summit, and has provided assistance to and participated in many of these activities.

10. With regard to regional preparatory activities for the Summit, it will be recalled that in response to paragraph 14 of General Assembly resolution 47/92, in which the Assembly requested the regional commissions "to include in their programme of work for 1993 the question of the World Summit for Social Development, with particular emphasis on the social situation in their respective regions", the regional commissions submitted to the Preparatory Committee at its first session a document containing a consolidated summary of the substantive views of the commissions on the Summit (A/CONF.166/PC/12/Add.10). The regional commissions themselves have been active in organizing preparatory activities, including the preparation of documents on issues related to the Summit and convening regional meetings:

(a) Economic Commission for Africa (ECA). A paper entitled "African common position on human and social development in Africa" was adopted by the Conference of African Ministers responsible for Human Development and submitted to the Preparatory Committee at its first session (A/CONF.166/PC/10 and Add.1);

(b) Economic and Social Commission for Asia and the Pacific (ESCAP). ESCAP submitted a paper to the Preparatory Committee at its first session, reviewing its preparations for the Summit (A/CONF.166/PC/12/Add.7). The Commission will convene the Asian and Pacific Ministerial Conference in Preparation for the World Summit for Social Development at Manila from 12 to 18 October 1994. It is envisaged that the Conference will adopt a Declaration on an "Asian and Pacific Agenda for Social Development into the Twenty-First Century". The Conference will be preceded by several preparatory meetings;

(c) Economic and Social Commission for Western Asia (ESCWA). ESCWA submitted a summary of its preparatory activities for the Summit to the Preparatory Committee at its first session (A/CONF.166/PC/12/Add.12). An expert group meeting will be held at Amman from 19 to 24 September 1994, covering four topics related to the Summit (alleviation of poverty, productive employment, social integration and cultural aspects of social development). A draft "Arab Declaration for Social Development" will be prepared, and submitted to the Council of Arab Ministers for Social Affairs for adoption. The Council will meet in December 1994. These activities are being undertaken in close collaboration with the League of Arab States and other related regional and international organizations;

(d) Economic Commission for Latin America and the Caribbean (ECLAC). ECLAC, in cooperation with ILO and the United Nations Children's Fund, prepared a document entitled "The Social Summit: a view from Latin America and the Caribbean" for submission to the Commission at its twenty-fifth session, held at Cartagena, Colombia, from 20 to 27 April 1994. At that session, a document entitled "Guidelines for a Latin American and Caribbean Consensus on the World Summit for Social Development" was adopted by the Latin American and Caribbean delegations containing their collective views and expectations regarding the Summit.

11. The Preparatory Committee, at its organizational session, recognized the importance of promoting national preparations for the Summit. Following the notes verbales sent by the Secretary-General in 1993 to all Member States bringing this decision to their attention, national reports from Australia, Belgium, Cuba, Finland, France, Germany, Indonesia, Japan, Latvia, Mauritius, Portugal, Sweden and the United Kingdom of Great Britain and Northern Ireland were received by the Secretariat at the time of the first session of the Preparatory Committee, in February 1994. Since then, and as of the date of the present report, national reports from Italy, Liechtenstein, Pakistan, Spain and Zimbabwe have also been received and will be made available to the Committee. The Secretariat has also been informed that national committees for the Summit have been established in more than 20 countries.

12. It will be recalled that the Preparatory Committee, by its decision 1/3, invited Governments to communicate their views on a draft declaration and a draft programme of action to the Secretariat and requested the Secretariat to circulate those views at the second session of the Committee. As of the date of the present report, views have been received from Austria, Canada, Cuba, Greece (on behalf of the European Union), Ukraine and Switzerland and they will be transmitted to the Committee at its present session (A/CONF.166/PC/21 and addenda).

13. With regard to inter-agency cooperation, it will be recalled that three ad hoc inter-agency meetings on the Summit were held in 1993. The Secretariat convened a fourth ad hoc inter-agency meeting in May 1994 in Geneva to discuss the draft programme of action. In addition, two documents, one on activities of the United Nations system within the framework of the core issues (A/CONF.166/PC/18) and the other containing information on social development publications and indicators in the United Nations system (A/CONF.166/PC/19) have been prepared by the Secretariat with input from the United Nations system.

These documents will be before the Committee at its present session. Contributions submitted by agencies and programmes of the United Nations system (A/CONF.166/PC/20 and addenda) will also be before the Committee.

14. Recognizing the importance of the full participation, contribution and support of non-governmental organizations in the preparatory process of the Summit, the Secretariat has been making great efforts to reach out to the non-governmental communities in different sectors and regions of the world, informing them about the Summit. Briefings on the Summit have been given to many non-governmental organizations; newsletters and other information material have been distributed. In an effort to reach out to those regions where few non-governmental organizations are aware of the Summit and to facilitate the participation of non-governmental organizations from the least developed countries in the Summit and its preparatory process, the Secretariat has been working very closely with the United Nations information centres of the Department of Public Information of the United Nations Secretariat and resident representatives of the United Nations Development Programme (UNDP). It will be recalled that at its first session, the Preparatory Committee approved the accreditation of 76 new non-governmental organizations to the Summit and its preparatory process; representatives of 150 non-governmental organizations attended the first session. Since then, the interest of the non-governmental community in the Summit has been mounting and it is expected that more than 250 non-governmental organizations will be recommended for accreditation by the Secretariat at the second session of the Preparatory Committee (see A/CONF.166/PC/11/Add.1) and that representatives of around 500 non-governmental organizations will attend the session.

15. It should also be noted that a forum of non-governmental organizations, entitled "NGO Forum 95", organized by a number of Danish non-governmental organizations with financial support from the Government of Denmark, will be held in Copenhagen in March 1995, parallel to the Summit.

III. TRUST FUND FOR THE WORLD SUMMIT FOR SOCIAL DEVELOPMENT

16. At its first session, the Preparatory Committee reiterated the importance of mobilizing voluntary contributions for the preparatory process of the Summit, notably with regard to participation of the least developed countries. Since the establishment of the Trust Fund in September 1993, the Secretariat has intensified its efforts in fund-raising, with potential donors including foundations, corporations, agencies and Governments. As of the date of preparation of the present report, contributions to the Trust Fund have been received from Denmark, Finland, the Holy See, Liechtenstein, Switzerland and Turkey. A number of Governments have also announced their decision to contribute to the Trust Fund. Updated information will be provided orally to the Committee.

17. It will be recalled that the Governments of the Netherlands and Sweden each hosted an expert meeting, on social integration and on productive employment, respectively, in October 1993. As mentioned in paragraph 8 above, the Government of the Netherlands also made a financial contribution to the convening of the expert meeting on poverty, held in Lusaka in June 1994.

18. During the first half of 1994, through the Trust Fund for the World Summit for Social Development, the Secretariat was able to finance the participation of delegations from least developed countries in the first session of the Preparatory Committee and of experts/individuals from least developed countries in seminars and meetings.

IV. PUBLIC INFORMATION

19. It will be recalled that an information strategy and programme to promote the World Summit for Social Development was prepared by the Secretariat and submitted to the Preparatory Committee at its first session (A/CONF.166/PC/7, sect. III).

20. In its decision 1/2 G, the Committee stressed the importance of a broad programme of public information and the active involvement of the media in bringing the Summit to the attention of a wide audience. Accordingly, a media strategy has been prepared by the Department of Public Information and is being implemented. The strategy aims at raising awareness of the issues to be addressed by the Summit, broadening substantive knowledge and mobilizing political support with a view to encouraging the highest level of participation in the Summit. It was submitted to the members of the Joint United Nations Information Committee (JUNIC) at its annual meeting in July 1994. A description of the media strategy is contained in the annex below.

21. To coordinate system-wide information activities to promote the Summit, two ad hoc sessions of JUNIC and a meeting of the task force of JUNIC have been held since September 1993. These meetings were held in addition to the regular annual session of JUNIC, which also had the Summit on its agenda.

Information products and activities

22. The products and activities described below have been or are being undertaken by the Department of Public Information as part of its information programme for the Summit.

1. Print products issued at Headquarters

23. At least 50 different print products specifically about the Summit have been issued by the Department since the beginning of 1993. Some 40 of these have been press releases covering meetings relating to preparations for the Summit.

24. In addition, articles about Summit preparations have appeared in the Department's regular ongoing print material. For example, an article about the Summit has been published in every issue of the quarterly magazine UN Chronicle since the beginning of 1993 (six issues in total). The Chronicle is published in all six official languages. An article about the Summit has appeared in each issue of the bi-monthly newsletter Development Update since its inception in January 1993. Development Update has a circulation of 20,000 in English.

25. Some 20 additional print products, mostly backgrounders, fact sheets and press releases, are scheduled for publication in time for the second session of the Preparatory Committee. Most of these are being issued in English, French and Spanish. Some, such as the poster and the illustrated brochure, are being published in all six official languages.

26. A press kit, in English, French and Spanish, is being distributed to the media prior to and during the second session of the Preparatory Committee. A second updated version of the press kit will be distributed to the media prior to and during the third session of the Committee, in January 1995, and a third version will be available for the media at the Summit itself.

27. About 30 JUNIC fact sheets on topics related to the Summit are being prepared and will be issued at various times between now and January 1995 for distribution to the media. These are being contributed by JUNIC members and edited, published and distributed in English, French and Spanish by the Department of Public Information.

28. Another major print product expected by January is Notes for Speakers on Social Development, focusing on the core issues of the Summit. This publication aims at providing resource material and talking points designed to mobilize public interest. It will provide United Nations officials, non-governmental organizations and other interested parties with a concise and informal overview of the issues in language accessible to a sophisticated lay audience. It will be issued in English, French and Spanish.

29. An eight-page supplement to the UN Chronicle is scheduled for the December 1994 issue and additional copies will be available for separate distribution in all six official languages.

30. Four Africa Recovery articles or briefing papers on issues related to the Summit are scheduled to appear between now and the Summit.

31. Op-ed articles are being prepared for the Secretary-General and the Chairman of the Preparatory Committee. It is hoped that these can be placed in major international media around the time of the second session of the Preparatory Committee.

32. A series of print public service announcements is being developed for placement on an "as-space-is-available" basis in major news magazines and other international publications. United Nations information centres and members of JUNIC will be invited to include them in their own publications and to help in placing them in national media.

33. Funding is being sought for a series of print (and television/radio) advertisements to be placed in selected major media starting around the end of 1994. The number, size and frequency of these paid advertisements, as well as the number of newspapers they appear in, will depend on funding. A funding proposal is expected to be finalized by early August. The Ministry of Foreign Affairs of Denmark and the Division of Information of UNDP are also assisting in this project.

2. Radio and television

34. United Nations Radio has produced, since January 1993, more than 30 hours of broadcast news magazine, current affairs and documentary programmes, in some 13 languages, on issues relating to the Summit.

35. A special six-part radio documentary series is being produced for release in January 1995. It will analyse in depth the issues on the agenda of the Summit and will be available in all official languages, as well as the other non-official programming languages of United Nations Radio.

36. United Nations Radio is also producing a number of 45-second radio "spots" on a wide range of social development issues. These "spots" will be available for the use of broadcasters before, during and after the Summit to help create and maintain a level of awareness of the issues.

37. United Nations Television has produced a number of UN in Action television news magazine programmes on issues relating to the Summit, which have been broadcast in more than 100 countries during the past 18 months. Four programmes specifically on the Summit are planned for production between now and March 1995.

38. A programme on the Summit was produced for World Chronicle, the half-hour television interview series, during the past season (1993/94). The new season of World Chronicle will include at least one programme on the Summit.

39. A proposal for a television documentary has been prepared and production is expected to commence during August 1994.

40. A series of television "spots" is being developed in conjunction with the print public service announcements/advertising campaigns mentioned above.

41. Television coverage of the press conference given on 18 February 1994 by the Chairman of the Preparatory Committee was included in the television news "highlights" package distributed that day to Worldwide Television News (WTN), Reuters and other international television news syndicates. Similar television coverage of the second and third sessions of the Preparatory Committee will be provided.

3. Distribution

42. A specialized mailing list containing the names of some 3,000 journalists, parliamentarians, academics, government officials and others has been compiled. The list will continue to be refined and developed throughout the period leading up to the Summit. It contains names from all regions of the world for material in English, French and Spanish.

43. The first mailing of Summit material to those included in the list took place in June 1994 to coincide with the issuance of the draft declaration and draft programme of action. Other mailings will be undertaken to coincide with specific events, as outlined in the media strategy (see the annex below).

44. Bulk copies of all material being produced on the Summit are being distributed in English, French and Spanish to all United Nations information centres, UNDP field offices, United Nations Associations, depository libraries and the like. Those with electronic mail connections are also receiving the material by E-mail. United Nations offices in the countries of the former Soviet Union are receiving the texts in Russian for local production. All material is also being distributed electronically to a number of public electronic networks and databases, including the Internet through the UNDP gopher.

45. Special arrangements were made to distribute the report of the Secretary-General entitled "World Summit for Social Development: an overview" (A/CONF.166/PC/6), considered by the Preparatory Committee at its first session, to all United Nations information centres in all six official languages. Similar arrangements have been undertaken to distribute the draft declaration and draft programme of action (A/CONF.166/PC/L.13, annex). These documents are being used by United Nations information centres as the basis of special outreach activities involving the media, officials, experts, non-governmental organizations and academic communities.

4. Activities of the United Nations information centres

46. United Nations information centres (UNICs) and United Nations information services (UNISs) have received guidance from the Department of Public Information concerning Summit preparations and the implementation of the information programme and media strategy. Details have also been sent on the funding available for special promotional activities, important background documentation, newly printed materials prepared by the Department and materials of the Department that will soon be available. Attention has also been drawn to the slogan of the Summit - "Attacking poverty, Building solidarity, Creating jobs".

47. At the request of the Summit secretariat, UNICs/UNISs in Africa and in central and eastern Europe were invited to identify local and national non-governmental organizations interested in the Summit and its issues. Names of non-governmental organizations have already been provided by UNICs in Accra, Algiers, Dar es Salaam, Harare and Rabat; and United Nations offices in Baku and Kiev.

48. Most UNICs/UNISs producing newsletters and bulletins have already begun to include articles on Summit preparations. A number have reported on other special activities to publicize the Summit. The Director of UNIC Bogota addressed the Andean Social Summit organized by the Andean Parliament. UNIC Copenhagen has initiated a large translation/printing programme to make Summit materials available in Danish, Finnish, Norwegian and Swedish. It collaborated with the Ministry of Foreign Affairs of Denmark in producing national information on the Summit.

49. UNIC Dhaka has produced and placed articles on the Summit in the local media. UNIC La Paz has issued special press releases and cards in Spanish. UNIC Moscow has initiated special briefings on Summit preparations for university students and non-governmental organizations. UNIC Rabat has mounted a special exhibit to raise the issues of the Summit. UNIC Rome has begun translation and printing of Department of Public Information and Summit documents to provide Italian language materials. UNIC Sydney has indicated that arrangements are under way to use the venue of the South Pacific Journalists Conference to promote the Summit.

50. Nineteen UNICs and two UNISs have requested special funding for printing and other special activities for the Summit. In all, some 40 funding proposals have been reviewed. The proposals include translations of Summit information into Amharic, Oromia and Tigrean (UNIS Addis Ababa), Arabic (UNICs in Khartoum and Rabat), Dutch (UNIC Brussels), Greek (UNIC Athens), Hindi (UNIC New Delhi), Portuguese (UNIC Lisbon) and Thai (UNIS Bangkok); production of a special press kit in Romanian (UNIC Bucharest); and preparation of a special Japanese publication on the Summit (UNIC Tokyo).

51. Among other proposed activities are translation and printing of the draft declaration and draft programme of action in Italian (UNIC Rome) and Kiswahili (UNIC Dar es Salaam); collaboration on a special issue of a leading Russian non-governmental organization magazine devoted to the Summit (UNIC Moscow); organizing a youth congress in collaboration with UNESCO and government offices (UNIC Manila); co-organizing with the United Nations Associations of Belgium, Luxembourg and the Netherlands a special round-table meeting for key contacts and institutions (UNIC Brussels); organizing special press conferences (UNIC Manila); and sponsoring special seminars for academia, the media or non-governmental organizations (UNICs in Bucharest, Dar es Salaam, New Delhi, Paris) and press encounters (UNIC Rabat and UNIS Addis Ababa).

52. Proposals for audiovisual activities include producing a special video to link the International Conference on Population and Development, the World Summit for Social Development and the Fourth World Conference on Women: Action for Equality, Development and Peace (UNIC Lagos); preparing a series of television spots on the Summit (UNIC La Paz); adapting Department of Public Information films into Greek and Hebrew (UNIC Athens) and into Thai (UNIS Bangkok); preparing radio interviews with regional experts and journalists (UNIS Addis Ababa) and producing a special series of radio programmes on the Summit (UNIC Rabat).

53. Because the Summit will be convened in Copenhagen, additional funding has already been provided to UNIC Copenhagen for promotional activities related to

the Summit. Staff of UNIC Copenhagen have participated in all United Nations Secretariat planning missions.

5. Media outreach

54. Media outreach activities are being undertaken in accordance with the plans outlined in the media strategy contained in the annex below.

55. An informal round-table discussion and luncheon for journalists was held at Headquarters on 25 January 1994 to discuss the first session of the Preparatory Committee (31 January-11 February 1994) and the issues of the Summit. The briefing was given by the Chairman of the Preparatory Committee and the Under-Secretary-General for Policy Coordination and Sustainable Development. Among those attending were journalists from the British Broadcasting Corporation, Cable News Network (CNN), Le Monde, Televisa (Mexico City), Far Eastern Economic Review, Earth Times, Al-Akhbar, Inter Press Service, and the Kuwait News Agency.

56. Following the first session of the Preparatory Committee, a press briefing was held on 18 February at which the Chairman of the Preparatory Committee discussed the results of the session. About 20 journalists attended.

57. The Department of Public Information participated in a briefing for 12 visiting broadcasters from developing countries, members of southern broadcasting unions, on the Summit and to discuss ways they could further the coverage of the Summit in their respective countries. Material on the Summit was distributed and the participants were included in the Department's specialized mailing list for the Summit.

58. Key journalists, identified as part of a special "contact" list of journalists in major media, are being approached by telephone and one-on-one contacts, with a view to generating stories around the time of the second session of the Preparatory Committee.

59. A number of editorial board meetings are planned during the next few months to discuss Summit issues with senior editors of influential media. A letter introducing the Summit will be sent to editors of media not covered by editorial board meetings. A proposal has been made to the head of the Turner Foundation that a briefing be held with senior programming staff of CNN to explain to them the issues of the Summit.

60. In an effort to interest journalists already covering preparations for the International Conference on Population and Development in the Summit, a backgrounder is being published on population issues and the Summit. This is being sent to journalists covering population issues, along with additional material on the Summit, and will be made available at the Conference. A press briefing on the Summit is planned for media attending the Conference.

61. The Department of Public Information's list of environment/sustainable development journalists will be targeted with specific material on the Summit.

Journalists covering women's issues will receive specific material on the Summit and how it relates to women's issues.

6. Publicizing related meetings

62. During the second half of 1994 and early in 1995, a number of seminars/meetings will be organized by the United Nations and by outside organizations, to discuss Summit-related issues. The Department of Public Information is notifying United Nations information centres about these meetings since they can provide additional ways to interest the media in the Summit. In collaboration with the Summit secretariat, the Department prepared a list of Summit-related meetings being held world wide, which is being updated regularly. Information materials are also being sent to the major meetings on this list.

63. As an example, for the expert group meeting on poverty, held in Lusaka in June 1994, UNIC Lusaka organized advance publicity as well as media coverage of the meeting's opening session. A press briefing was held at the end of the meeting. The meeting was covered by local print and electronic media; national television covered the opening and closing sessions as well as the press conference, featuring the event prominently on all national radio and television newscasts. Two or three stories were published in newspapers about the meeting. Prior to the meeting, the Department of Public Information prepared and sent to Lusaka a background press release about the meeting and its relation to the Summit for use in pre-publicity activities.

64. For the meeting on politics and economics of global employment organized by the United Nations University and the World Institute for Development Economics Research, held at Helsinki in June 1994, UNIC Copenhagen prepared a press release, which was also issued in New York.

65. The Economic and Social Commission for Asia and the Pacific (ESCAP) and UNIS Bangkok have been contacted about a series of meetings on the Summit being held by ESCAP and materials have been sent to them for use in relation to those meetings.

7. Other activities

66. The annual Department of Public Information/non-governmental organization conference, held from 8 to 10 September 1993 at Headquarters, focused on the Summit issues. The conference, entitled "Social Development: A New Definition for Security", attracted hundreds of representatives of non-governmental organizations. A number of different information products were issued, including the report of the conference (DPI/1437).

67. A logo, masthead paper and signature design for all Summit products have been developed by the Graphics Unit of the Department of Public Information.

68. A slogan has been developed for use in relation to the Summit: "Attacking poverty, Building solidarity, Creating jobs". This is being used on all products prepared by the Department of Public Information.

69. In February 1995, to commemorate the holding of the Summit, the United Nations Postal Administration will issue a special postage stamp edition designed by Mr. Friedensreich Hundertwasser of Austria.

70. It is planned to display a children's art exhibit at the Bella Centre during the Summit. An inter-agency exhibit has been designed for display at the Summit if space and funding permit.

ANNEX

Media strategy for the World Summit for Social Development

1. The media strategy for the World Summit for Social Development aims at raising awareness of the issues to be addressed by the Summit, broadening substantive knowledge, and mobilizing political support with a view to encouraging the highest level of participation in the Summit.

2. The elements of the media strategy include targeting influential journalists; producing print material, audiovisual material, op-ed pieces, public service announcements and advertisements; utilizing Summit preparatory activities, such as the sessions of the Preparatory Committee for the World Summit for Social Development, regional activities and expert group meetings, to generate media interest; tapping media interest in the International Conference on Population and Development and the Fourth World Conference on Women: Action for Equality, Development and Peace; utilizing the United Nations information centres; providing fellowships to journalists; and electronic dissemination.

3. The production and dissemination of materials for the campaign will be timed to take advantage of the major preparatory activities including:

Issuance of the draft declaration and draft programme of action, June/July 1994;

Second session of the Preparatory Committee, New York, 22 August-2 September, 1994;

International Day for the Eradication of Poverty, 17 October 1994;

Third session of the Preparatory Committee, New York, 16-27 January 1995.

4. To focus the content of the campaign, the strategy emphasizes the slogan, the logo and the universality and immediacy of the issues. It utilizes the "Agenda for development" (A/48/935), the draft declaration and draft programme of action for the Summit (A/CONF.166/PC/L.13, annex) and other United Nations reports.

5. To facilitate coverage of the Summit itself, media arrangements include a pre-Summit briefing, facilities at the Summit site for about 10,000 journalists, distribution of daily television and radio news packages, as well as regular press, radio and television coverage by the Department of Public Information of the United Nations Secretariat.

I. ELEMENTS

Targeting influential journalists

6. Prominent news journalists, broadcasters, editors and commentators of influential media are being targeted to generate interest in the Summit. A

mailing list of some 300 key journalists, primarily from newspapers, news magazines and television, both in the United States and elsewhere, has been compiled. A priority list of names has been established for receiving faxed press releases.

7. A smaller "contact" list of some 25 influential journalists, already known to be sympathetic/interested in the issues, has been compiled. They will be cultivated through personal contacts, with a view to generating news stories, editorials and columns, especially around the time of the sessions of the Preparatory Committee.

8. United Nations information centres have been asked to target national and local media.

Print materials

9. A variety of print products are being produced for use by journalists as well as non-governmental media that regularly cover economic and/or social issues. Such products include fact sheets, press releases, in-depth backgrounders, graphics and press kits. Most material will be available in English, French, Spanish and Russian for dissemination through United Nations information centres electronic mail and a specialized mailing list containing the names of some 2,000 non-governmental organizations, academics, parliamentarians and others.

10. A full press kit will be available for journalists attending the third (final) session of the Preparatory Committee and the Summit itself. A "mini-kit" or media package will be available for those covering the Committee's second session.

Audiovisual material

11. Products that will be produced for redissemination by the broadcast media include a series of six radio documentaries to be produced for world-wide distribution early in 1995 in at least six languages; a number of television magazine programmes in the UN in Action series, which is broadcast in more than 100 countries; and one or two half-hour interview programmes in the English language World Chronicle television series. Television news packages covering major preparatory activities for the Summit will be made available, as well as radio news and feature programmes. It is also expected that a newsreel of footage will be compiled for use by television during the Summit itself and that a television documentary will be produced, in collaboration with Television for the Environment (TVE).

Op-ed pieces

12. A few well-placed op-ed pieces in some major media can help explain the focus of the Summit and generate interest in it. At least one op-ed piece by the Secretary-General is planned. Others could be prepared by heads of United Nations agencies or programmes. A coordinated campaign of these around the time of the Preparatory Committee sessions would be highly effective.

13. It is possible that some of the more outstanding contributions to a series of academic essays being produced as a book(s) by the Summit secretariat would be suitable for reproduction as single "think pieces" by magazines or academic journals.

Public service announcements and advertisements

14. A series of public service announcements will be produced for print, radio and television to be placed in mainstream national and international media. These announcements would run at the discretion of the media on an "as-space-is-available" basis at no cost. The Department of Public Information, with the assistance of UNDP, is investigating ways it could utilize the creative expertise of an advertising agency and/or Hollywood producer(s), on a pro bono basis, in developing public service announcements. Assistance in their placement, particularly in European countries, is also being sought.

15. Although the Department has had some success in producing and placing public service announcements on social issues, their effectiveness in raising awareness is limited. This is primarily because the producer has no control over when they are broadcast on television or radio or where they are placed in a magazine. In the United States of America, public service announcements are accepted by the media to fulfil a legislative requirement. These requirements do not exist, as a rule, in other countries, which means that media outside the United States less readily accept public service announcements.

16. Therefore, it is proposed that a series of paid advertisements be commissioned for placement in a few influential newspapers. The number, size and frequency of such advertisements, as well as the number of newspapers they appear in, would depend on funding. Although paid television advertisements are desirable, it is assumed that their high cost would be prohibitive. Funding is being sought from major foundations in the United States for a paid print advertising campaign.

The Preparatory Committee

17. The two remaining sessions of the Preparatory Committee will be targeted for special activities to generate media interest in the Summit. These activities will include briefings for selected journalists, faxing special press releases to those on the priority media list and holding press conferences. Television news packages and radio news and feature programmes will also be produced.

18. Similarly, preparatory meetings for the Summit that are held away from New York will be the focus of special publicity activities undertaken by United Nations information centres (see para. 20 below).

Trilogy of conferences

19. Ways to tap media interest, already building to a peak for the International Conference on Population and Development (Cairo, September 1994), are being explored in order to generate interest in the Summit. It would be useful to have a media briefing during the Conference - a "Preview of the social Summit" -

to generate interest among the media covering the Conference. The interrelatedness of the International Conference on Population and Development, the World Summit for Social Development and the Fourth World Conference on Women: Action for Equality, Development and Peace will be emphasized and built on to encourage journalists to view them as a trinity, thus encouraging journalists to cover them all.

United Nations information centres

20. Although the campaign will be coordinated by the Department of Public Information in New York and most of the material will be generated there, field offices will play an important role. United Nations information centres and other field offices are crucial both for the dissemination of materials received as well as for their production in local languages. The information centres have been asked to target influential media and opinion makers at the national and regional levels. They are also expected to organize activities around 17 October, International Day for the Eradication of Poverty, in order to generate awareness of the Summit. Selected information centres are being asked to undertake activities to generate media interest in the Summit, utilizing the preparatory meetings, expert meetings and other meetings related to the Summit being held in their region. Information centres may also be asked to set up informal briefings for the media, for visiting United Nations staff or for others involved in preparations for the Summit. Seed money is available for information centres to undertake these activities.

Journalist fellowships

21. Over the years, a number of journalists from developing countries have been given fellowships to attend the Department of Public Information's annual broadcasters and journalists training programme at United Nations Headquarters. Additional journalists have received fellowships to attend and cover international conferences held by the United Nations. A mailing list of these journalists has been compiled to ensure that they receive material about the Summit.

22. Ten to 15 journalists from developing countries will be invited to accept fellowships to attend and cover the Summit. These journalists will be identified as soon as possible to ensure early coverage of the preparations. If additional sources of funding can be identified, additional journalists will be brought to the Summit.

Electronic dissemination

23. A number of electronic networks are receiving information on the Summit, including documents and public information material. Information on how to access this material on the two major networks - the Internet and APC (Association of Progressive Communicators) - is included in print materials. A special explanatory index of Summit-related documents and other material is to be posted on these networks to facilitate access especially by journalists and non-governmental media. A pilot project to post information materials on the World Press Centre's electronic network, which specifically targets journalists, is planned.

II. TIMING

24. Preparations for the campaign are well under way. Since events provide a peg around which to generate news stories, many activities will be timed to coincide with the second session of the Preparatory Committee, in August 1994, with the last session of the Preparatory Committee, in January 1995, and during the Summit itself.

25. In addition, activities organized to observe International Day for the Eradication of Poverty, on 17 October, will be utilized to publicize the Summit.

26. At the national and regional levels, media outreach will be undertaken around expert group meetings, regional preparatory meetings and other preparatory activities.

27. Production and distribution of print material will be in five phases to coincide with (a) the distribution of the text of the draft declaration and the draft programme of action (mid-June); (b) the second session of the Preparatory Committee (late August 1994); (c) International Day for the Eradication of Poverty (17 October); (d) the third session of the Preparatory Committee (January 1995); and (e) the Summit itself.

III. CONTENT

28. The elements described below are being utilized in the media campaign to provide focus to the Summit issues.

The slogan

29. The slogan for the World Summit (based on the three core issues to be addressed by the Summit) is "Attacking poverty, Building solidarity, Creating jobs": the ABCs (or basics) on which to base a better life for all people. It encompasses the idea that one has to go back to basics to try to solve the world's social problems. There is also the concept of a child's building blocks: the ABCs can be seen as the three basic building blocks which support each other and a new social development programme. The words "attacking", "building" and "creating" are strong, active words chosen to give a sense that the Summit is more than just another "talk-fest".

The logo

30. The logo for the World Summit, which depicts three interlinked figures climbing towards the sun - combines an expression of hope with assertive symbolism: that hand in hand, step by step, nation by nation, people everywhere can realize the goals of the charter of the United Nations of higher standards of living and full employment - and that they can do so on their feet, on a platform of principles built on respect for human dignity, individual freedom and equality of rights and duties.

An agenda for development

31. The report of the Secretary-General on an agenda for development (A/48/935), provides the rationale and philosophical framework for holding the Summit and gives a sense of urgency to the need to come up with new approaches to development. The players, as listed in the report, are also the players who must make the outcome of the Summit a reality, namely Governments, the United Nations system, regional organizations, non-governmental organizations, the private sector, the academic and scientific communities and grass-roots organizations.

Universality of immediacy of the issues

32. Despite the term "development", this is not a Summit primarily about developing countries. It deals with issues that directly affect people in industrialized countries too: crime, drugs, alienation, jobless growth, racism, to name just a few.

33. To some extent, every country is facing a social crisis. New thinking is required utilizing experiences from all countries. An international perspective, such as is provided by a United Nations forum, and political commitment at the highest level, such as that of heads of State or Government, can develop an action programme that puts people at the centre of development and creates a better standard of living for all.

Draft outcome of the Summit

34. The first draft of the text of the Summit's outcome - a draft declaration and a draft programme of action - is now available in all six official languages (A/CONF.166/PC/L.13, annex). A press release highlighting the major recommendations in the documents is also available.

Other related reports

35. Some JUNIC members have recently issued major reports relating to the Summit, such as the Human Development Report of UNDP and the report of the International Labour Organization, entitled Defending Values, Promoting Change, which have helped generate media interest in the Summit.

IV. SUMMIT COVERAGE

36. Regular press, radio and television coverage of the Summit will be provided by the Department of Public Information. This includes twice daily production of press releases in English and French covering each plenary meeting and each Main Committee meeting, production of radio news and feature programmes in English, French, Spanish and Russian and provision of gavel-to-gavel television coverage of the proceedings as well as of press conferences and other events.

37. In addition, the activities described below will be undertaken to assist the media attending the Summit.

Pre-Summit Briefing

38. A briefing will be held for all journalists covering the Summit the day before it begins. The main purpose will be to highlight the key issues and the main participants.

Accreditation

39. Accreditation forms will be available from the Department of Public Information in New York six months before the Summit and distributed through field offices. Accreditation will be available for the media a few days prior to the Summit in Copenhagen city and, once the Summit begins, at the Summit site (the Bella Centre). Since it is expected that many media representatives will accompany heads of State or Government arriving for the final two days, accreditation facilities will be provided until the end of the Summit.

Media facilities

40. Facilities will be provided for about 10,000 journalists at the Summit site. A bull-pen working space with sound feeds and closed-circuit television will be provided free of charge to journalists. Other technical facilities, including television editing and radio studios, can be hired at commercial rates. Telephones, including computer modem hookups and international lines, telex and facsimile facilities will be available at commercial rates. Sound feeds of plenary meetings, in all six official languages, will be available for journalists to record. Gavel-to-gavel video coverage of all plenary meetings will be provided by United Nations/Danish Radio. Satellite feeds will be available at cost. Bookings and requests for facilities are being handled by Danish Radio. Space for television outside broadcast vans is available.

Daily television and radio packages

41. Danish Radio, the national broadcasting organization assigned to work with the United Nations to provide media facilities, will assist the Department of Public Information in providing daily television news packages to the European Broadcasting Union, Reuters and WTN. United Nations radio will provide daily radio news feeds to regional broadcasters.

Liaison

42. Because of the size of the site, the distance of the media facilities from the plenary hall, the short length of time for journalists to become familiar with the site and security concerns which will make access to heads of State or Government press conferences circuitous, the Department will provide staff for media liaison and to guide journalists.

Press conferences

43. Heads of State or Government will give press conferences in the auditorium, which holds 600 people. Other press conferences, as well as the daily briefing for journalists, will be held in the press briefing room, which holds 300 people. Both rooms have interpretation facilities.

Daily briefing

44. Each day at a set time, the Department of Public Information will hold a briefing for journalists to explain what is happening that day, the current stage of negotiations and any other information of interest. Journalists will be able to ask questions. The briefing will be broadcast over closed-circuit television.

Closed-circuit television

45. All proceedings, including special events, press conferences, arrivals of heads of State or Government as well as gavel-to-gavel coverage of the plenary sessions, will be broadcast on closed-circuit television monitors scattered throughout the Summit site. This will be particularly important in keeping journalists abreast of proceedings since access to the heads of State or Government segment of the Summit will be restricted because of limited space and security concerns. Closed-circuit television will have two switchable channels enabling two separate events to be broadcast simultaneously. It will also run announcements.

Documents

46. A documents counter will be established in the media building to enable journalists to quickly obtain Summit documents without having to go to the delegates document counter. The daily press releases and other information materials will also be available in the media building on display racks.

Electronic databases

47. The Association of Progressive Communicators has offered to provide electronic services to journalists, including access to electronic databases. These services will be housed in the media building.

Photographs

48. Department of Public Information photographers will make pictures of all major events available, including speaker-by-speaker coverage of plenary meetings. A film processing laboratory will be situated on the premises.

Arrivals and departures

49. Pool coverage will be provided of the arrivals and departures of heads of State or Government, since access will be restricted because of security concerns.